Update

MAJOR COMPUTER CONFERENCE ON ADVANCE TECHNOLOGY BEING USED IN TODAY'S SYSTEM DEVELOPMENT BY INNOVATIVE ORGANIZATIONS

DATA PROCESSING TECHNOLOGY 1977-1981

New York — March 23-25

Future conferences: Washington, D.C., April 25-27 • San Francisco, June 22-24 • Chicago, October 3-5

Update and forecast of:

- Computer Hardware
- Software
- Communications
- Personnel Impact
- Economic Factors

Practical alternatives for:

- Data Processing Managers
- System Designers
- Systems Analysts
- Programmers
- Data Base Professionals
- Communications Specialists

Presented by the American Institute of Industrial Engineers
Computer and Information Systems Division and Metropolitan New York Chapter
Prepared and Administered by Management Education Corporation MEC

WEDNESDAY-FRIDAY CONFERENCE

DATA PROCESSING TECHNOLOGY, 1977-1981

NEW YORK
MARCH 23-25

Registration and Coffee, Wednesday 8:15 a.m.

Americana Hotel
Seventh Ave. at 52nd Street
New York, New York 10019
(212) 581-1000

FEATURED SPEAKERS

WEDNESDAY KEYNOTE SPEAKER
Charles P. Lecht
President
ACT, Inc.
New York, New York

THURSDAY LUNCHEON SPEAKER
Dr. Lawrence G. Roberts
President
Telenet Communications Corporation
Washington, D.C.

WEDNESDAY LUNCHEON SPEAKER
Dr. Warren M. Gaines
Director, Advanced Marketing Programs
Honeywell Information Systems
Phoenix, Arizona

FRIDAY CLOSING SPEAKER
R. C. Phillips
Vice President, Product Development
Sperry Univac
Blue Bell, Pennsylvania

CONFERENCE CO-CHAIRMEN

Richard K. Davis
President
McDa Company
Malibu, California

Robert A. O'Hare
President
O'Hare and Company
Philadelphia, Pennsylvania

AIIE CHAIRMEN

Eleanore F. Zak
President, Metro New York Chapter, AIIE
Chase Manhattan Bank
New York, New York

Dr. Steven R. Borbash
Director, Computer and Information Systems Division, AIIE
Associate Professor
Department of Industrial Engineering
West Virginia University
Morgantown, West Virginia

ADMINISTRATIVE CHAIRMAN

David T. Newman
President
Management Education Corporation
Santa Monica, California

CONFERENCE EVALUATION

Representative comments from recent AIIE conferences:

"Speakers represented broad cross section of mini utilization. Well organized; excellent interchange of helpful experience stories; superior conference notebook."
DR. H. E. BUTLER, General Electric Co.

Increased my technical understanding of the mini's along with providing me with valuable information that may have taken months to accumulate."
ROBERT BUCHALSKI, Merrill, Lynch, Pierce, Fenner & Smith

"Outstanding selection of speakers."
SUZANNE S. KELLEY, Fireman's Fund Insurance Co.

"Each presentation was clear, concise, and to the point. The applications discussed and hardware/software selection advice given were very pertinent to a bank operations environment. Especially important was the sound advice on pitfalls to avoid in procurement and implementation of minicomputer systems."
HOWARD DEUTSCH, Chase Manhattan Bank

"Consistently excellent speakers with impressive knowledge and experience in their areas."
JOHN HOLMES, American Hospital Supply

"Generally the conference displayed very diverse and unique attitudes of various industries, which must not be overlooked."
MITCHELL DRUCKER, Bankers Trust

"Extremely well organized, excellent and useful class materials."
THOMAS P. WOOD, Federal Home Loan Bank Board

CONFERENCE OUTLINE AND SCHEDULE

WEDNESDAY, MARCH 23, 1977 — UPDATE ON TODAY'S TECHNOLOGY

8:15 REGISTRATION AND COFFEE

9:00 INTRODUCTION

9:15 KEYNOTE ADDRESS
"THE WAVES OF CHANGE"
CHARLES P. LECHT
President
ACT, Inc.
New York, New York

HARDWARE

9:45 THE HARDWARE SCENE — MAJOR TRENDS

- How to profit from today's technology
- Minis and micros versus large scale systems
- What can minis really do?
- Price — performance measures
- Will the past trends continue?

DR. GEORGE O. GARDNER
Staff Consultant
Arthur D. Little, Inc.

10:45 COFFEE BREAK

SOFTWARE

11:00 THE SOFTWARE SCENE — NEW IMPROVEMENTS

- Productive software development
- Life cycle management
- Structured design and programming
- Verification and validation
- Higher order languages

DR. P. J. PLAUGER
Vice President
Yourdon, Inc.

12:00 LUNCH

1:00 FEATURED LUNCHEON ADDRESS
"INDUSTRY TRENDS — AN OVERVIEW"
DR. WARREN M. GAINES
Director, Advanced Marketing Programs
Honeywell Information Systems
Phoenix, Arizona

1:30 BREAK

COMMUNICATIONS

1:45 COMMUNICATIONS BASED SYSTEMS — RECENT CHANGES

- Distributed processing systems
- Roles of hardware "intelligence"
- Cascaded and segmented systems
- Switching architectures

DR. HOWARD FRANK
President
Network Analysis Corporation

DATA BASE

2:45 DATA BASED SYSTEMS — THE WAVE OF THE FUTURE

- User orientation versus performance
- On-line environments
- Measures of effectiveness
- Hardware restrictions
- Relational versus network structures
- Decision support systems
- Operational support systems

STEPHEN L. ROBINSON
Manager, Data Base Technology
CACI, Inc.

3:45 COFFEE/COKE BREAK

4:00 IMPACT ON PERSONNEL — THE MOST IMPORTANT INGREDIENT

- Career pathing
- Role changes
- Automated design and programming aids
- Innovations in education and training

DR. JOHN H. MANLEY
Assistant to the Director
Applied Research Laboratory
The Johns Hopkins University

5:00 ADJOURNMENT

THURSDAY MORNING, MARCH 24, 1977 — THREE CONCURRENT SESSIONS

1. MINI AND MICRO BASED SYSTEMS — HARDWARE

CHAIRMAN: JOHN Mc AULEY
Vice President
Citibank

9:00 PANEL PRESENTATIONS: Exploding technology of micro miniaturization of component building blocks has ushered in a new era. Emphasis on what manufacturers and users are planning. Profitability underlies the new opportunities.

JEREMY D. BAKER
Research Consultant
Equitable Life Assurance Society

JEAN BARTIK
Product Manager, High Performance CPU's
Interdata, Inc.

LINDA EWEN
Assistant Vice President
Citibank

10:30 COFFEE BREAK

10:45 PANEL DISCUSSION WITH AUDIENCE

12:00 LUNCH

2. MEDIUM AND LARGE SCALE SYSTEMS — SOFTWARE

CHAIRMAN: DR. LOUIS FRIEDLAND
Vice President
On-Line Software International, Inc.

9:00 PANEL PRESENTATIONS: Discussion of multiprocessing, plug compatibility, security, data base, and communications processing software.

DR. JAMES GIMPLE
Member, Technical Staff
Bell Telephone Laboratories

RICHARD E. UTMAN
Senior Systems Consultant
Advanced Development Research, Inc.

DR. CLAUDE E. WALSTON
Manager, Programming Technology Evaluation
IBM Federal Systems Division

10:30 COFFEE BREAK

10:45 PANEL DISCUSSION WITH AUDIENCE

12:00 LUNCH

3. COMMUNICATIONS SYSTEMS — EQUIPMENT AND SOFTWARE

CHAIRMAN: JOSEPH SCHUBERT
Vice President
O'Hare and Company

9:00 PANEL PRESENTATIONS: The trend toward increased competition has spawned new hardware compatible with existing carriers. Emphasis on how and where such equipment is compatible and problems of integration.

HARVEY HERSHKOWICZ
Vice President
Chase Manhattan Bank

T. JACK HIBBARD
Data Communications Operations Manager
Shared Medical Systems

ELIZABETH SEVERINO
Managing Editor
Auerbach Information Management Services
Auerbach Publications, Inc.

10:30 COFFEE BREAK

10:45 PANEL DISCUSSION WITH AUDIENCE

12:00 LUNCH

THURSDAY AFTERNOON, MARCH 24, 1977 — THREE CONCURRENT SESSIONS

1:00 FEATURED LUNCHEON ADDRESS: "FUTURE OF COMMUNICATIONS NETWORKS"

DR. LAWRENCE G. ROBERTS
President
Telenet Communications Corporation
Washington, D.C.

1:30 BREAK

4. MINI AND MICRO BASED SYSTEMS — SOFTWARE

CHAIRMAN: JACK BRENNAN
Vice President, Marketing
Keystone Computers

1:45 PANEL PRESENTATIONS: Experience and pitfalls in using small system software. Discussion of minicomputer data bases, decentralized software support, and new advances in software.

DR. BRIAN W. KERNIGHAN
Member, Technical Staff
Bell Telephone Laboratories

AUSTIN MAKER
Manager, Engineering Programming
Kearfott Division
Singer Company

ARNOLD SELBY
Second Vice President
Chase Manhattan Bank

3:15 COFFEE BREAK

3:30 PANEL DISCUSSION WITH AUDIENCE

5:00 ADJOURNMENT

1:30 BREAK

5. MEDIUM AND LARGE SCALE SYSTEMS — HARDWARE

CHAIRMAN: DR. DONALD BRAY
Assistant Director,
Management Systems
Thomas Jefferson University

1:45 PANEL PRESENTATIONS: Performance management leading to increased thruput. Use of system integration to yield systems optimization. Analysis of plug compatibility and price performance trends.

PAUL HENDERSON
Vice President
Federal Reserve Bank of New York

JAMES Mc GRATH
Manager, EDP Services
Pennwalt Corporation

3:15 COFFEE BREAK

3:30 PANEL DISCUSSION WITH AUDIENCE

5:00 ADJOURNMENT

1:30 BREAK

6. COMMUNICATIONS SYSTEMS — NETWORK SERVICES

CHAIRMAN: HARRY R. KARP
Editor-in-Chief
Data Communications
McGraw-Hill Publishing Company

1:45 PANEL PRESENTATIONS: Advantages of value added and specialized common carriers spur the on-line and distributed system development process. Analysis of protocols and competition.

RICHARD ANDERSON
Regional Director
Telenet Communications Corporation

ROBERT K. BENNETT
Manager, Marketing COM-PAK
ITT Domestic Transmission Systems

J. ROGER MOODY
Marketing Director, Cross Industry
American Telephone and Telegraph

3:15 COFFEE BREAK

3:30 PANEL DISCUSSION WITH AUDIENCE

5:00 ADJOURNMENT

FRIDAY, MARCH 25, 1977 — FUTURE TRENDS AND IMPACTS

9:00 FEATURED CLOSING ADDRESS
"SYSTEMS IN THE 1980'S"

R. C. PHILLIPS
Vice President, Product Development
Sperry Univac
Blue Bell, Pennsylvania

9:30 PANEL: THE FUTURE OF DATA PROCESSING TECHNOLOGY — CHANGING TECHNOLOGY AND STANDARDS

Expert panelists discuss the future for:

- Technological creativity and software standards
- Communications and software standards
- Peripheral computer interfaces
- Roles of organizations (National Bureau of Standards; American National Standard; Federal Information Processing Standard; Computer and Communications Industries Association, and Consultative Committee for International Telegraph and Telephone).

CHAIRMAN: ROBERT V. HEAD
Assistant Director for Systems
Planning and Development
Office of Automated Data Systems
U.S. Department of Agriculture

DR. NICHOLAS M. DI CIANNI
Director, Strategic Planning
Sperry Univac

MICHAEL S. FIELD
Vice President, Data Systems
National CSS, Inc.

GEORGE E. LINDAMOOD
Staff Assistant for Advanced
Computer Technology
Institute for Computer
Sciences and Technology
National Bureau of Standards

10:30 BREAK

10:45 PANEL CONTINUES

12:00 ADJOURNMENT

EXPLODING DATA PROCESSING TECHNOLOGY vitally impacts your future. The next five years will bring drastic reduction in computer costs, evolution of more powerful software, and proliferation of new communications offerings. Innovative organizations are using tomorrow's technology to build today's systems. This conference helps you cope with the technology explosion by covering:

- **Profitability of advanced techniques**
- **Cost trade-offs**
- **The mini-maxi battle**
- **Software standards**
- **Distributed processing and data base**
- **Communications standards**
- **Networks**
- **New alternatives**

CONFERENCE HIGHLIGHTS

This conference challenges the data processing professional to expand his or her professional horizons through learning about the actual experiences of other organizations. The conference covers updates and forecasts of hardware, software, and communications devices and services which the professional must understand in order to advance his or her career. The conference attendee will come back to the job better prepared to meet the challenges of the years ahead.

On the first day, the conference offers updates on:

- Hardware, software and communications
- How to profit from technological advances
- Advantages of advanced data base and communications based systems
- Impact on personnel needs and requirements

On the second day, applications of advanced technology are presented in concurrent sessions. Case studies of current applications and forecasts of technological advances provide "how-to" information for your own system development. Topics covered include hardware and software applications in:

- Mini and micro based systems
- Medium and large scale systems
- Communications systems

On the third day a panel of experts discusses the future of data processing technology and how standards will affect future systems. Special attention is given to standards organizations and their increasingly important roles.

CONFERENCE SPEAKERS AND PANELISTS

Outstanding leaders in government and industry are participating in this conference. Experts with hands-on implementation experience are featured. Consultants and industry observers provide estimates of future trends.

CONFERENCE NOTEBOOK

All conference attendees receive the conference notebook, a special oversized binder providing a single-source reference on the material discussed at the conference. The notebook contains up-to-date surveys, case studies, and checklists dealing with present and future trends in hardware, software, and communications, including:

- Comparative hardware surveys
- Comprehensive software surveys
- Communications checklists
- Network guidelines
- Forecasts of hardware and software
- Successful case studies

FUTURE SEMINARS OF INTEREST

April 25-27, 1977
Washington, D.C.

June 22-24, 1977
San Francisco

October 3-5
Chicago

WHO SHOULD ATTEND

This conference has been organized for executives and professionals concerned with current and potential applications of data processing technology, either from the data processing or the user point of view. The conference provides an ideal overview for the user considering his first system. The more experienced user will benefit from broadening horizons through exposure to a wide range of applications experience.

Those who will benefit include executives and professionals in:

- Communications
- Operations
- Systems implementation
- Systems development
- Systems analysis
- Data processing system planning
- Network architecture
- Data processing
- Project management
- User functions concerned with implementation of advanced systems

SEND YOUR TEAM (Reduced Price)

Effective selection and implementation of advanced data processing applications and systems requires cooperation among user and data processing professionals. They should share common understanding of technological capabilities, practical applications and operational limitations. Send team members working on your system to this conference so they can share knowledge and insights gained, then operate with maximum efficiency back on the job. Discounts apply to third and succeeding registrants.

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REGISTRATION: Please detach and return registration application, including mailing label. Registrations will be accepted in order of receipt up to the time of the meeting, subject to confirmation. Early registration is advised, as attendance is limited. Advance telephone registrations may be made to (213) 450-0500.

FEE: Full registration fee listed below is payable in advance. Fee includes cost of luncheons and all seminar materials.

AIIE Members*	Non-Members	Teams**
$265	$295	$195

***AIIE DISCOUNT:** Members of AIIE, 10% off (must submit personal membership number).

****TEAM FEE** is available for third and succeeding registrations for the same seminar, made at the same time for representatives of one organization (first and second pay regular fees).

CANCELLATIONS: Each registration cancelled later than one week before the program is subject to a $50 service charge. Registrations cancelled after the program begins are subject to the full fee. Substitutions may be made at any time.

HOTELS: Hotels will hold a limited number of rooms for registrants. Please contact the hotel not later than two weeks before the program and mention MEC to assure preferred treatment.

THE AMERICAN INSTITUTE OF INDUSTRIAL ENGINEERS (AIIE), founded in 1948, is the only national organization dedicated to serving the professional Industrial Engineer. AIIE continues to grow rapidly each year as a technical society, with approximately 24,000 members living throughout the United States, Canada and overseas countries. AIIE regularly sponsors technical seminars and workshops to provide special information to AIIE members and other professionals.

MANAGEMENT EDUCATION CORPORATION (MEC) is a leading education organization specializing in superior management-oriented programs, including conferences organized for professional societies. MEC is an entirely independent education organization, not affiliated with any consulting, software or other management service firm. MEC's excellent faculty is drawn from experienced managers and researchers in business, government and the professions.

Please detach and return entire application, including mailing label, to return address below. Telephone information: (213) 450-0500.

REGISTRATION APPLICATION

Enclosed is a check payable to AIIE SEMINARS for the Conference checked:

DATA PROCESSING TECHNOLOGY
MARCH 23-25
NEW YORK

*AIIE Member	Non-Member	Teams
☐ $265	☐ $295	☐ $195

OTHER 1977 SEMINARS	CHICAGO	NEW YORK	SAN FRANCISCO	WASHINGTON, D.C.
ON-LINE SYSTEMS		May 9-11	Nov. 14-16	Aug. 8-10
DATA BASE SYSTEMS		May 11-13	Nov. 16-18	Aug. 10-12
DISTRIBUTED DATA PROCESSING		Feb. 1-4	Aug. 16-19	July 11-14
WORD PROCESSING		Aug. 1-3	April 18-20	
MICROPROCESSORS		Dec. 14-16	Aug. 3-5	
SOFTWARE	July 25-27	Oct. 31-Nov. 2		Dec. 12-14
MINICOMPUTERS	Apr. 27-29	July 18-20	Feb. 14-16	Oct. 12-14
LIFE CYCLE MANAGEMENT FOR ADP SYSTEMS				Feb. 7-9
ELECTRONIC FUNDS TRANSFER SYSTEMS		June 8-10		
MANUFACTURING DATA SYSTEMS	June 8-10		July 20-22	

Send more information on the seminars listed: _____

☐ **Family Travel — Send family information and hotel rates on city checked above.**

***Your Personal AIIE Membership Number** _____

PLEASE PRINT

Name _____ Mail Code _____

Title _____ Telephone (_____) _____

Organization _____

Street _____

City _____ State _____ Zip _____

I plan to attend the following workshops on Thursday, March 24 (Choose one for each time period):

9:00 A.M.
- ☐ 1. Mini and Micro Based Systems — Hardware
- ☐ 2. Medium and Large Scale Systems — Software
- ☐ 3. Communications Systems — Equipment & Software

1:45 P.M.
- ☐ 4. Mini and Micro Based Systems — Software
- ☐ 5. Medium and Large Scale Systems — Hardware
- ☐ 6. Communications Systems — Network Services

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AIIE Seminars
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Santa Monica, California 90403
(213) 450-0500

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